



Audit Bureau
of Circulations

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

GAME&FISH

For the six months ended June 30, 2007

Field Served: Where-to and how-to information for all types of hunting, fishing and outdoor recreation.

Published by InterMedia Outdoors, Inc.

Frequency: 12 times/year

ABC Member # 04-0358-2

Game & Fish Magazine

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2007

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	514,288	90.8			
Verified					
Total Paid & Verified Subscriptions	514,288	90.8			
Single Copy Sales	51,948	9.2			
Total Paid & Verified Circulation	566,236	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$19.97		
Average Subscription Price Annualized (12 issue frequency)		\$13.35	
Average Subscription Price per Copy		\$1.11	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	494,090		494,090	59,227	553,317
Feb.	504,267		504,267	52,678	556,945
Mar.	506,453		506,453	51,544	557,997
Apr.	511,313		511,313	49,247	560,560
May	530,962		530,962	49,665	580,627
June	538,641		538,641	49,327	587,968

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
West Region	6	42,817		42,817	4,325	47,142
Midwest Region	6	167,683		167,683	16,938	184,621
East Region	6	61,781		61,781	6,240	68,021
South Region	6	242,007		242,007	24,445	266,452

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	502,833	87.7	503,593	89.1	516,360	89.1	507,171	89.8	498,246	89.7
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	502,833	87.7	503,593	89.1	516,360	89.1	507,171	89.8	498,246	89.7
Single Copy Sales	70,569	12.3	61,786	10.9	62,881	10.9	57,818	10.2	57,421	10.3
Total Paid & Verified Circulation	573,402	100.0	565,379	100.0	579,241	100.0	564,989	100.0	555,667	100.0
Year Over Year Percent of Change Paid & Verified Rate Base		-0.2		-1.4		2.5		-2.5		-1.6
	N/A		N/A		N/A		N/A		N/A	
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		15	0.0	N/A	
Year Over Year Percent of Change Analyzed Non-Paid Rate Base										
	N/A		N/A		N/A		N/A		N/A	
Total Paid, Verified & Analyzed Non-Paid Circ.	573,402	100.0	565,379	100.0	579,241	100.0	565,004	100.0	555,667	100.0
Year Over Year Percent of Change Combined Rate Base		-0.2		-1.4		2.5		-2.5		-1.7
	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$14.16		\$14.04		\$13.95		\$13.56		\$13.50	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	512,884	90.6
Sponsored Sales	1,029	0.2
Subscriptions for Military Personnel*	375	0.1
TOTAL PAID SUBSCRIPTIONS	514,288	90.8
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	514,288	90.8
SINGLE COPY SALES		
Single Issue Sales	51,948	9.2
TOTAL SINGLE COPY SALES	51,948	9.2
TOTAL PAID & VERIFIED CIRCULATION	566,236	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the March, 2007 issue

Total circulation of this issue was 1.5% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	17,190	17,190	17,190	1,430	18,620
Arizona	868	868	868	348	1,216
Arkansas	17,172	17,172	17,172	1,035	18,207
California	20,350	20,350	20,350	2,927	23,277
Colorado	1,311	1,311	1,311	555	1,866
Connecticut	1,659	1,659	1,659	154	1,813
Delaware	200	200	200	70	270
District of Columbia	417	417	417	13	430
Florida	18,213	18,213	18,213	2,533	20,746
Georgia	17,452	17,452	17,452	2,117	19,569
Idaho	303	303	303	98	401
Illinois	22,799	22,799	22,799	1,807	24,606
Indiana	19,346	19,346	19,346	1,576	20,922
Iowa	19,947	19,947	19,947	1,239	21,186
Kansas	4,201	4,201	4,201	382	4,583
Kentucky	17,987	17,987	17,987	1,211	19,198
Louisiana	11,587	11,587	11,587	733	12,320
Maine	796	796	796	165	961
Maryland	978	978	978	433	1,411
Massachusetts	3,209	3,209	3,209	355	3,564
Michigan	20,222	20,222	20,222	2,260	22,482
Minnesota	22,620	22,620	22,620	2,183	24,803
Mississippi	17,133	17,133	17,133	666	17,799
Missouri	24,347	24,347	24,347	1,807	26,154
Montana	313	313	313	14	327
Nebraska	3,792	3,792	3,792	218	4,010
Nevada	398	398	398	497	895
New Hampshire	1,238	1,238	1,238	211	1,449
New Jersey	1,386	1,386	1,386	240	1,626
New Mexico	442	442	442	157	599
New York	21,781	21,781	21,781	1,517	23,298
North Carolina	17,466	17,466	17,466	1,580	19,046
North Dakota	772	772	772	137	909
Ohio	26,646	26,646	26,646	1,981	28,627
Oklahoma	12,240	12,240	12,240	1,168	13,408
Oregon	7,519	7,519	7,519	498	8,017
Pennsylvania	28,753	28,753	28,753	4,829	33,582
Rhode Island	327	327	327	47	374
South Carolina	12,159	12,159	12,159	1,434	13,593
South Dakota	1,212	1,212	1,212	115	1,327
Tennessee	15,508	15,508	15,508	1,517	17,025
Texas	5,153	5,153	5,153	2,789	7,942
Utah	344	344	344	194	538
Vermont	631	631	631	109	740
Virginia	18,841	18,841	18,841	1,729	20,570
Washington	10,748	10,748	10,748	1,198	11,946
West Virginia	10,901	10,901	10,901	106	11,007
Wisconsin	26,830	26,830	26,830	2,450	29,280
Wyoming	211	211	211	698	909
TOTAL 48 CONTERMINOUS STATES	505,918	505,918	505,918	51,530	557,448
Alaska	143	143	143	13	156
Hawaii	38	38	38		38
TOTAL ALASKA & HAWAII	181	181	181	13	194
U.S. Unclassified					
TOTAL UNITED STATES	506,099	506,099	506,099	51,543	557,642
Poss. & Other Areas	9	9	9		9
U.S. & POSS., etc.	506,108	506,108	506,108	51,543	557,651
Canada	5	5	5	1	6
International	17	17	17		17
Other Unclassified					
Military or Civilian					
Personnel Overseas	323	323	323		323
GRAND TOTAL	506,453	506,453	506,453	51,544	557,997

ANALYSIS BY ABCD COUNTY SIZE for the March, 2007 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	96,996	17.4	44
B	30	170,022	30.5	102
C	15	114,277	20.5	137
D	15	176,153	31.6	211

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2007

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 6 issues)	148	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	220,581	91.9
(b) Seven to eleven months (7 to 11 issues)	597	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	9,906	4.1
(c) Twelve months (12 issues)	199,716	83.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	9,667	4.0
(d) Thirteen to twenty-four months	23,339	9.7	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	16,354	6.8	Total Subscriptions Sold in Period	240,154	100.0
Total Subscriptions Sold in Period	240,154	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	240,154	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	240,154	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: No additional prices.

(b) Average non-analyzed non-paid circulation for the 6 month period: 10,207 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 10,358 or 2.0% of average paid subscription circulation.

(d) Sponsored Subscription Sales: The average of 1,029 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more for delivery to private residences.

(e) Subscriptions for Military Personnel: The average of 375 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by individuals and various business concerns for deployed Military Personnel.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2006; Variation from Publisher's Statements

Audit Period Ended^	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-06	None Claimed	561,135	561,564	-429	-0.1	None Claimed	15	15		
06-30-05	None Claimed	571,794	574,295	-2,501	-0.4					
06-30-04	None Claimed	571,338	572,050	-652	-0.1					
06-30-03	None Claimed	564,441	568,353	-3,912	-0.7					
#06-30-02	None Claimed	572,845	574,921	-2,076	-0.4					

^Effective with the June 2006 Publisher's Statement, publications were given the option of reporting verified circulation.

#Average for 12 months ended June 30, 2002

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-06	None Claimed	561,150	561,579	-429	-0.1

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

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Publisher

Date Signed: July 25, 2007

Established: 1976 ABC Member since: 1986

04-0358-2	Analyzed Issue Date	03/01/07
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.99
	Association Subscription Price	
	U.S. Subscription Price	19.97
	Canadian Subscription Price	
	International Subscription Price	